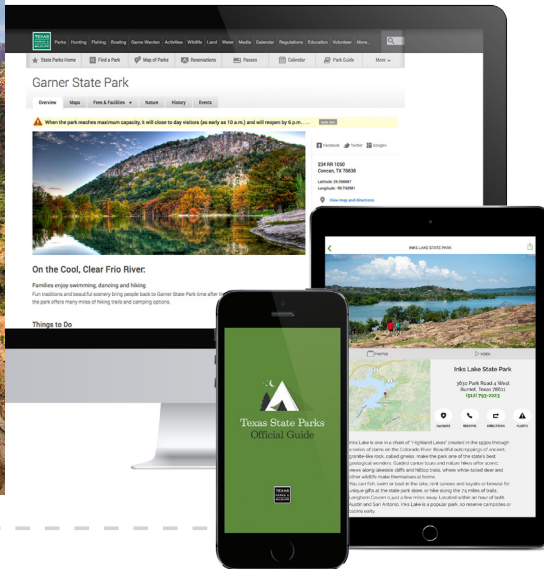
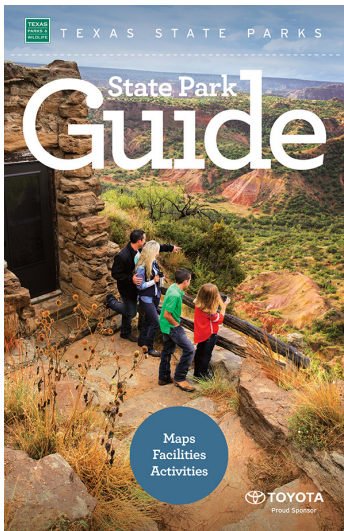


Texas State Parks: Official Guide

Maps
Facilities
Activities



>> Reach more than 1 million outdoor-loving Texas travelers (*print and online*).

>> Engage new customers as they search for their favorite parks.

>> Help park visitors become aware of what your communities and businesses have to offer.

Audience

36 Average age of park visitors

\$79,000 Median household income

One-third of state park visitors also visit other nearby businesses and attractions.

One-third of day-use visitors also stay overnight in local area accommodations.

Distribution

Texas State Parks, Whole Earth Provision Co. stores, REI stores, Texas Travel Information Centers, outdoor retailers, RV dealers, and other supporting business organizations.

Quantity: 300,000 minimum

Publication Date: May 2017

To advertise, contact:

Jim Stone, President
StoneWallace Communications

(512) 799-1045 - ph
(512) 389-8397 - fax

jim.stone@tpwd.texas.gov

Order free Guides:

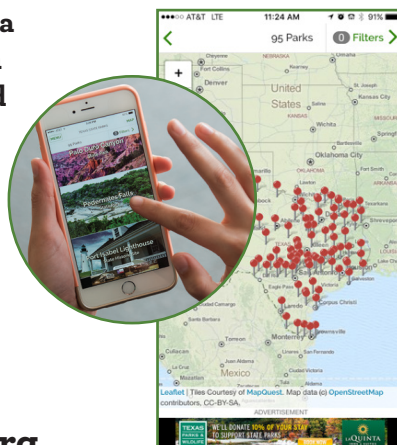
tpwd.texas.gov/parkguide

Advertising Opportunities: Print, Website and Mobile App

Full-page print advertisers receive a 250x250 display ad for a full year in rotation on texasstateparks.org and an ad in the new mobile app **Texas State Parks: Official Guide**.

Pageviews: 1.2 million uniques

Downloads: 49,000



TEXAS
PARKS &
WILDLIFE

texasstateparks.org

RATES

Full-page	\$5,000
Half-page	\$2,500
Quarter-page	\$995

Nonprofit Rate

Full-page	\$4,000
Half-page	\$2,000

Space close:	Feb. 15, 2017
Print close:	Feb. 28, 2017
Web close:	May 2, 2017

Mechanical Specifications



FORMAT

Print-ready PDFs are preferred. Macintosh-originated files preferred. Windows or non-standard file formats will not be accepted.

IMAGES

Images must be CMYK, 300 dots per inch, EPS or PSD format. All spot/PMS colors must be converted to CMYK by the advertiser. If not, the publisher will do so and bear no responsibility for color shifts. Do not exceed density of 300% of all four colors in any area.

WHAT TO SEND

PDF files must be stuffed or zipped to a single compressed file and include the advertiser's name.

PROOFS

Color-critical ads must be accompanied by a SWOP-certified proof or will be printed to standard densities. We do not supply confirming proofs nor bear responsibility for errors in ad reproduction if no proof is received. You will be contacted should your ad require modifications.

WHERE TO SEND

TPWD, Communications
Attn: Marketing
4200 Smith School Road
Austin, TX 78744
(512) 389-8696

Email (up to 10MB):
spguide@tpwd.texas.gov

Texas Parks and Wildlife Department Web Advertising Policy

Any print advertiser who purchases a full page ad in the Guide will receive added value web advertising on the State Parks landing page of the TPWD website and on the Texas State Parks Official Guide mobile app for a full year, beginning June 1 of the year their ad will run in the State Park Guide publication.

Print

4-color/CMYK

Printing:

Heat-set web offset

Binding:

Saddle-stitched

TWO-PAGE SPREAD

Bleed: 11.25" x 8.875"
(.25" bleed on all sides, minimum of .125")

Trim: 10.75" x 8.375"

Live/Safety: 10.625" x 8"
(.1875" on all sides)

NOTE: 2-page spreads can be built as facing pages or as a single page. Crossover images are maintained in either layout. Place text in such a way that letters or graphic elements are not positioned on the fold.

FULL:

Bleed: 5.875" wide x 8.875" tall
(.25" on all sides)

Bleeds from facing pages are ok.

Trim: 5.375" x 8.375"

Live/Safety: 5" x 8"
(.1875" on all sides)

HALF:

4.8125" wide x 3.75" high
(no bleed)

QUARTER:

2.25" wide x 3.75" high
(no bleed)

Website

Dimensions: 250x250 pixels

Format: GIF, JPG or PNG

Size: 50 kb max

Resolution: 150 dpi max

Color: RGB

Mobile App

Dimensions:

320x50, 640x100, 728x90, 1456x180 px

Format: JPG

Link: URL or unique URL



Life's better outside.®